

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

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Merit Ending Low Tar Apathy.

**Taste delivery of 'Enriched Flavor' tobacco
boosting appeal of low tar smoking**

Time after time, smokers would try the latest low tar cigarette hoping this time they'd get taste. Enough taste to make a change.

Most were disappointed. After years of trial and error, it began to look like no cigarette would ever break the mold.

Then one did.

**12 Year Technology
Succeeds**

The cigarette: MERIT.

The development:

'Enriched Flavor' tobacco. A technology breakthrough that resulted in a way to boost flavor without

boosting tar. Taste tests proved it.

Delivers Taste of Higher Tar Cigarettes

Both MERIT and MERIT 100's were tested against a number of higher tar cigarettes. The results were conclusive:

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

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LOW TAR-ENRICHED FLAVOR

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug. 77
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's



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